



# PLATICAMOS ARMA

*Northern NM Chapter*



**Volume 3, Issue 2**

**September 2001**

## President's Message, Barb Ricci

Fall is in the air and as the season begins to change, your Chapter will also be reflecting new and positive change. What an exciting year we have planned! Our first official meeting was a huge success. Speaker, Sally Hansen shared the Mesa Public Library's treasures with us. The tour was a wonderful experience for all sixteen members who attended. We had two guests that joined us, Beverly Rios and Becky Cortesy (member at-large). Both plan on joining as new Chapter members - welcome aboard!

The Mesa Public Library showed us the many services it provides but also the wonderful architecture that offers a panoramic view of the Los Alamos area. What a tranquil place to visit and share with your family. I personally left with a new feeling and love for a library. Thanks to member Margaret Trujillo, who works in at the Mesa Public Library, she assisted Sally by answering many of our questions and assisting in getting some of us library cards. Also, thank you to Liddie Martinez (Program Chair) for making this a successful presentation.

We also honored our New Chapter Member of the Year 2000-2001, Past President - Karen Kreutzer who will be headed to Montreal for the International Conference of ARMA in late September. Congratulations Karen, for all your hard work and efforts last year, we all appreciate your continual dedication. (See the RISTRA REWARDS article for this past year's winners). Congratulations to all the members who worked very hard last year at making the NNM Chapter a BIG SUCCESS. Enjoy your well-deserved reward. During our next scheduled membership meeting (September 20), Teresa Garcia- Committee Chairwoman for RISTRA REWARDS will be sharing new ideas to continue the success with this program.

We have another great speaker planned for this upcoming month. Art Gomez from the National Parks will give us a tour and discuss the historical records of all of our treasured forests in New Mexico (see related story). Plan on attending, we are sure to learn and experience something new. Please take note on the location; I understood that the location has changed from the Santa Fe Land Office to the Parks Service offices.

If you are planning on attending the International Conference in Montreal, let me know. I will be attending a Leadership meeting on Saturday, September 29. Chapter ribbons will be given to me for our members so let me know when you will be arriving and where you are staying. I will plan a brief meeting place where we can hand over the ribbon for your badge as well as have the opportunity to chat and relax a bit (maybe try out our French). See you there!

Have a wonderful month, be safe and enjoy life!  
Barb

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"Your report is great. It just  
needed a little editing."

## Chapter Officers 2000/2001

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Our newsletter is published every month. We welcome all letters, comments and contributions of articles from members of ARMA.

**Ana Martinez, Editor**  
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**DESIRE IS THE KEY TO  
MOTIVATION,**  
but it's the determination and  
commitment to an unrelenting  
pursuit of your goal-a commitment  
to excellence-that will enable you to  
attain the success you seek.

*Mario Andretti*  
Race Car Driver

## Chapter Committees and Chairs

- ♦ **Budget Committee**
- ♦ **Audit Committee**
- ♦ **Membership Committee**

- ♦ **Program/Education Committee**
- ♦ **Awards/Rista Rewards Committee**
- ♦ **Newsletter/Historian/Yearbook  
Coty Committee**
- ♦ **Nominations Committee**
- ♦ **Project ELF Committee**
- ♦ **Library/CRM Liaison Committee**

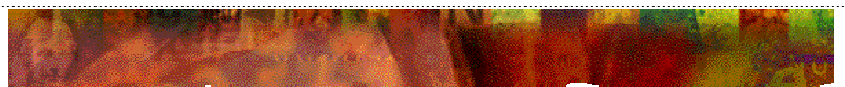
- ♦ **Seminar/Publicity Committee**

**Barbara Taylor**  
**Ernest Maestas**  
**Stacey McCall and**  
**Jerrold Ortega**  
**Liddie Martinez**  
**Teresa Garcia**  
**Barbara Ricci and**  
**Ana Martinez**  
**Karen Kreutzer**  
**Dolores Salazar**  
**Sherry Guthrie and**  
**Leslie Monslave-Jones**  
**Sherry Guthrie and**  
**Theresa Connaughton**

**Anyone interested in helping in any of these committees please  
Contact the Chairperson listed.**

## Mission Statement

**“To Advance and Promote Records and Information  
Management (RIM) by sharing professional  
knowledge and exchanging experience and  
information.”**



**“Successful is the person who has lived well,  
laughed often and loved much, who has gained the  
respect of children, who leaves the world better  
than they found it, who has never lacked  
appreciation for the earth's beauty, who never fails  
to look for the best in others or give the best of  
themselves.”**

**Author - Unknown**

“Contributions or gifts to the Association of Records Management and Administrators, Inc. are not deductible as charitable contributions for federal income tax purposes.”

## SEPTEMBER AGENDA

### Membership Meeting

September 20, 2001

11:30 -1:30 p.m.

Santa Fe, NM

1. Call to Order
2. Roll Call
3. Determination of Quorum
4. Recognition of Guests
5. Adoption of Agenda
6. Approval of Membership Meeting Minutes
  - a. June
  - b. August
7. Acceptance of Reports
  - a. Treasurer's Report (Barbara Taylor)
  - b. RISTRA Rewards (Teresa Garcia)
  - c. Membership (Stacey McCall/Jerrold Ortega)
8. Unfinished Business
  - a. Fall Seminar
  - b. Other
9. New Business
  - a. Spring Seminar
  - b. Other
10. Presentation:
  - a. Dr. Arturo Gomez, Regional Historian for the Intermountain Region Support Office of the National Park Service, Santa Fe.
11. Announcements
  - a. Next Scheduled Meetings
    - i. **October 9, 2001 – Board Meeting**  
(all membership is invited), Espanola- 11:30-1:30 p.m.) at IMAGIC Business Solutions, 411 S. Santa Clara Bridge Road, Espanola, N.M. 747-4177.
    - ii. **October 18, 2001- Membership Meeting**  
Espanola- (11:30-1:30 p.m.) IMAGIC Business Solutions, 411 S. Santa Clara Bridge Road, Espanola, N.M. 747-4177.
    - iii. **October 18, 2001 – FREE Member Workshop**  
Joan Logghe- Poet/Writer "Documenting Your Own Life." Continuation from Member Meeting, Espanola, 747-4177.
12. Newsletter/Coty Submissions
13. Adjournment

## Chapter Calendar of Events

- Sept. 6** Chapter Board Meeting  
11:30 a.m.-1:30 p.m.  
411 S. Santa Clara Bridge Road  
Espanola, NM
- Sept. 20** Chapter Membership Meeting  
**Guest Speaker: Art Gomez**  
National Park Service Intermountain  
Region Office  
Santa Fe, NM
- Sept. 30 - Oct. 3** **ARMA International 46<sup>th</sup> Annual Conference**
- Sept. 30** **Deadline for submissions in October Newsletter**
- Oct. 9** Chapter Board Meeting  
11:30 a.m.-1:30 p.m.  
411 S. Santa Clara Bridge Road  
Espanola, NM
- Oct. 18** Chapter Membership Meeting and **Mini Workshop (NNM Chapter Members only – free!)**  
**Guest Speaker: Joan Logghe**  
Published Southwest Writer/Poet  
Topic: The Importance of a Personal Journal for The Records Management Professional
- Sept. 30** **Deadline for submissions in September Newsletter**

## -Great New Year- Planning Retreat July 31 2001





# Updates and Announcements

## Welcome New Members

Albert P. Muniz	Albuquerque
Bernadette L. Marquez	Los Alamos
Diane I. Vigil	Santa Fe
Dorothy Montoya	Espanola
Elizabeth M. Jenkins	Santa Fe
Georgia L Sitzberger	Los Alamos
Josephine Ortega	Los Alamos
Linda Humphrey	Santa Fe
Lori Harrison	Santa Fe
Stephen Thrasher	Albuquerque

## **CONGRATULATIONS RISTRA REWARD WINNERS 2000-2001**

<b>MEMBER</b>	<b>POINTS EARNED</b>	<b>PRIZE EARNED</b>
<b>Karen Kreutzer Chapter Member of the Year</b>	<b>1355 points</b>	<b>Trip to Intl' ARMA Conference – Montreal</b>
<b>Sherry Guthrie</b>	<b>1020 points</b>	<b>Registration to Int'l Conference –Montreal (Donated to Lucille Sisneros)</b>
<b>Barbara Ricci</b>	<b>955 points</b>	<b>Trip to Leadership Conference (Will be donate to an active member)</b>
<b>Lucille Sisneros</b>	<b>815 points</b>	<b>Registration to NNM-Fall/Spring Seminars (Donated to Sherrie Guthrie)</b>
<b>Liz Trujillo</b>	<b>460 points</b>	<b>Registration to NNM-Spring Seminar</b>
<b>Teresa Garcia</b>	<b>400 points</b>	<b>Registration to NNM-Fall Seminar</b>
<b>Barbara Taylor</b>	<b>385 points</b>	<b>Registration to NNM-Fall Seminar</b>
<b>Laura Beckley</b>	<b>290 points</b>	<b>Registration to ISG or RIM Seminar (Limit \$150.00)</b>
<b>Ernest Maestas</b>	<b>245 points</b>	<b>Paid ARMA Membership Dues 1 year</b>
<b>Liddie Martinez</b>	<b>200 points</b>	<b>Paid ARMA Membership Dues 1 year</b>

All members that earned 250 points may request a free ARMA T-shirt.

**September Program Speaker**  
**Dr. Arturo Gomez,**  
**(By Liddie Martinez-Program/Education Chairperson)**

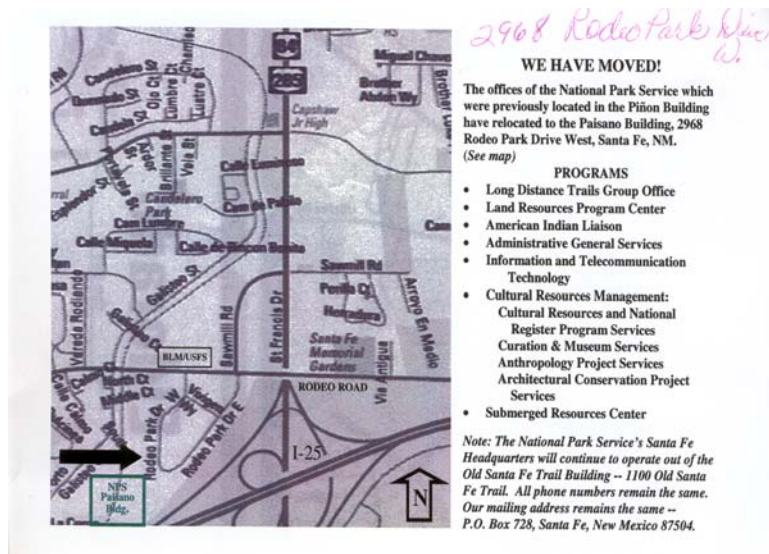
Hello Everyone! Thanks to those of you who were able to participate in the August ARMA Chapter Meeting. We had a behind the scenes tour, and educational presentation on the abundant resources available to us at the Mesa Library. A special thanks, once again, to Sally Hoffman for her presentation. To those of you who were unable to attend in August, mark your calendars! You may have missed out on the resource wonders of our library, but you have another opportunity to tour a special place and find out about those unique historical documents critical to the preservation and interpretation of our New Mexican history and culture.

We have a special tour and presentation for our September 20<sup>th</sup> membership meeting hosted by Dr. Arturo Gomez, Regional Historian for the Intermountain Region Support Office of the National Park Service in Santa Fe. Art is a native of southwest Colorado and holds his Ph.D. in history from the University of New Mexico and his Masters in Oriental Studies from the University of Arizona. A twenty-year National Park Service employee, Art supervises all historical research within the Intermountain. His areas of specialization include Spanish Colonial, post-World War II American West, and environmental history.

Art will be providing our group with an overview of the National Park Service Intermountain Region Office, how historical documents are kept, handled, made available to the public who requests them, are displayed within their correlating historical site or area and are protected. In addition, Art will have staff members provide specific information on the many aspects of archival and documentation retrieval to include digital imaging and aerial photography.

We will be meeting at the National Park Intermountain Region Office in Santa Fe for the September membership meeting. We have included a map and directions below.

Please remember, this membership meeting is a brown bag meeting, so bring your lunch. This promises to be a very interesting presentation and tour. I hope to see you there!



**NNMC-ARMA Membership Meeting**

**When:** Thursday, Sept. 20, 2001  
**Where:** National Park Service - Intermountain Office/ Santa Fe  
**Time:** 11:30 – 1:30PM  
**Bring:** Your Ideas & Your Lunch

**CRM CORNER - 2001**  
(By Sherry L. Guthrie, CRM)

For those of you who may want to take the Certified Records Manager test in the year 2002, the testing dates will be the first Thursday and Friday of May, 2002 and the first Thursday and Friday in November, 2002.

I will be happy to mentor you for any of the tests you wish to take.

The specific tests in Parts 1 through 5 are:

1. Management Principles and the Records and Information Management Program,
2. Records Creation and Use,
3. Records Systems, Storage and Retrieval,
4. Records Appraisal, Retention, Protection and Disposition, and 5. Facilities, Equipment, Supplies and Technology.

If you will contact me that you are interested, we can set up specific times during the first 4 months of 2002 for study sessions. I can meet with you in Los Alamos, Espanola, Santa Fe and Albuquerque.

Don't be afraid to take a leap of faith & sit for the exams. There is an application you will need to fill out & submit before January 1, 2002 & I will gladly help you with it. Just remember, you know more than you think!

Sample Question from Part 1:

"The term "disposition" as defined in records management:

- a. Includes but is not synonymous with the term "destruction".
- b. Means destruction.
- c. Is synonymous with "disposal".
- d. Relates only to paper records.  
Implies shredding.
- e. Includes but is not synonymous with the term "destruction".
- f. Means destruction.
- g. Is synonymous with "disposal".
- h. Relates only to paper records.
- i. Implies shredding.

(the answer will be in next month's column)

Sherry Guthrie, CRM  
Protection Technology Los Alamos  
505-667-7884



## **News from ARMA Headquarters**

In July the ARMA International board of directors voted to incorporate the Strategic Information Institute, an initiative of ARMA, as a separate for-profit corporate entity. The purpose of this message is to provide more clarity about the role of the Institute and the symbiotic relationship it will have with ARMA International. We realize that this strategy is aggressive, and it is certainly a new approach for ARMA, but the ARMA leadership is committed to this as the right direction for our long-term success.

This direction has been discussed at various seminars, chapter meetings, and region leadership conferences. By far, the vast majority of those present has agreed with this strategy and supported it. Even though many of them may not want to move beyond their current role as a records manager, they have understood the value of developing a full career ladder that gives them options.

The Institute is not intended to replace ARMA or create another membership-based organization. Indeed, the Institute has been conceived not to compete with ARMA, but to open up new avenues of opportunities for records and information management professionals.

To be successful, the Institute will require significantly more funding than ARMA can provide. Thus, as a separate for-profit organization, the Institute will be better positioned to solicit funding and build corporate relationships that will help it meet its objectives at the executive level, while ARMA continues to focus its efforts and energies at the professional level. It would be impossible for ARMA to fully fund, direct, and staff the Institute to be successful at the organization/executive level and be successful at the professional level as well.

### **The Objective**

Details about what the Institute will look like are still being developed. A task force of ARMA board members and staff has been formed to develop a business plan for the entity. However, the planning process has made clear what the primary focus and function of the Institute will be. The general objective is for the Institute to

- Work with other corporate partners to increase awareness of the issues and acceptance of the concept of managing information strategically. Potential partners could be the media, technology companies, software developers, academic institutions, consulting firms, government agencies, and other stakeholders.
- Establish a corporate accreditation model by which corporations can be confident their information is secure while promoting their core business.
- Create the demand for trained and certified professionals to facilitate compliance or certification (the CRM is just one possible level of certification)

- Develop and deliver other products and services that could include executive-level education and co-sponsored professional-level education events with ARMA International and other interested parties

ARMA, in contrast, will

- Continue to provide foundational RIM education
- Expand its educational offerings to serve the full career ladder of the profession
- Be a source from which other interested information professionals (i.e., IT, MIS, etc.) may gain necessary RIM skills
- Partner with other associations and institutions to educate RIM professionals
- in the necessary areas of IT, executive management skills, etc.
- Be a full strategic partner of the Institute, thereby creating a symbiotic relationship and ensuring that the RIM profession is fully represented

Put another way, as indicated by market research and environmental scanning, there is a demand for business solutions with regards to the appropriate management of information. The Institute will create a recognition in executives' minds that the solutions can be supplied through the

- knowledge and perspective of a strategic information management professional
- adherence to standards and best practices built around appropriate handling of information
- compliance with a corporate accreditation model

This will create a demand for professionals who can meet these expectations. ARMA will provide the education and training to prepare professionals to meet that demand. Clearly, these are two very distinctly different roles and constituents, but they ultimately come together to meet ARMA's basic goals of defining the profession, educating the professionals, and creating awareness of the profession.

### **The Role of PR**

Although an effective public relations plan will be an integral part of ARMA's efforts as well as those of the Institute, it alone cannot change the mindset and skill set required at the organization and professional levels. What ARMA hopes to achieve with the assistance of the Institute requires a great deal more than PR. Effective media and corporate partnerships and educational events also will be critical to creating recognition at the organization level for information management as an integral element of the organization's success.



## **Where Records Management Fits**

Strategic information management will integrate information management at the executive, strategic level of an organization. It's all about managing information strategically for competitive advantage, which requires a new perspective and new skills for most records and information management professionals.

If you visualize strategic information management as a career ladder - or pyramid - its foundation is records and information management, which at the most basic level is primarily tactical. As you move up the career ladder, you build more IT and management skills and knowledge; the role becomes increasingly more strategic and less tactical. At the executive officer level, the role is predominantly strategic. Predictably, as you move up the career ladder, the skills and knowledge required change, as does the perspective. For example, it requires

- a broader vision - you're no longer positioning your department, but the enterprise for success
- an understanding of the marketplace in which the organization competes
- an awareness of what technology trends are emerging and how they may impact the organization's operations and competitive positioning
- the ability to think and plan strategically, integrating records management and information technology

Whether the individual is called a chief information officer or strategic information officer or any other name, there needs to be an executive officer on the management team who understands IT, RIM, and executive management and how they relate. This person must be able to leverage the organization's records, information, and knowledge for competitive success. This in turn establishes records and information management as more than a risk management function, as it is often regarded today, and makes it a mission-critical component.

Not all records managers are or will become strategic information management executives. However, when information management is tied to the core mission of an organization, the importance and recognition for records management will naturally increase. It becomes a win-win situation.

## **The Next Steps**

ARMA will continue to focus on providing education and resources for records and information management professionals. However, these offerings will be broader than in the past so as to accommodate those who want to move into more strategic roles within their organizations. Among other things, this requires that ARMA remain abreast of the trends in technology and business that may affect the role records and information management professionals can and will play. In other words, we will continue to examine what our customers' customers need and expect. That is the only way we can help professionals position themselves to succeed in the changing

marketplace.

As for the Institute, there are a great number of details that have yet to be defined. The first order of business is to create an official entity, finalize the business plan, and then proceed to implement the plan. By making the Institute a separate entity, ARMA can remain focused on its core business but be involved in shaping the future for the profession as well.

We have a choice: we can shape our future or let others do it for us. ARMA has chosen to play a proactive role, which sometimes requires being bold. Through it all, ARMA's board and staff remain committed to educating and promoting records and information management professionals.  
(Web Posted 08/21/2001)

### **Editorial Note:**

Remember your voice can be heard on this and all other issues by voting. At conference, there will be two candidate forums whereby those attending conference have the opportunity to listen to the candidates (there are 13 this year). Time and location of those forums will be listed in the final brochure available at conference. Also, there will be a candidate brochure available at conference which lists a bio on each candidate, along with their response to three questions (four for President Elect and Treasurer candidates). In October, a candidate brochure, along with a ballot, will be mailed to every ARMA member.



Members brain storm and share ideas for a great new year at the NNMC Planning Retreat.

What a GREAT TEAM!

## As Public Records Go Online, Are They too Public?

By, Lucille Sisneros

As local, state and federal governments begin to make public records of all kinds available online, what will be the consequences of easy electronic access to personal information? We are at a point in time where the application of technology can enable government agencies to provide a breakthrough level of service to increase the quality of life for its citizens. Nevertheless, will making information like home addresses, political party affiliation, property owners' names showing assessment, court proceedings, etc. make people more vulnerable to identity theft or simply misuse by potential employers, insurance companies, stalkers or others?

Historically public records have been presumptively open to the public. On the other hand, most people do not bother to go to the public entity to go through information on files. Only people with a true interest will bother to take the time to access the material. At the time that many of the public records laws came about, there was no need to build privacy safeguards because there was no threat. Today, how vulnerable is the individual with personal and private information as convenient as the nearest computer?

Conflicts over the privacy implications of making records available online that in the past were only available on paper is definitely a sensitive issue that will have to be weighed carefully. Will individuals have the option to request that their personal information not be accessible online? Do records over the Internet make public records too public? Do public records laws need to be re-examined in light of the technology era? As individuals become more and more concerned about the potential for violation of their privacy or the misuse of their personal information, will they demand that something be done or will the increased level of service and convenience that comes with increased government participation in the online community far outweigh the risks involved?

"The greatest tool in the history of mankind toward promoting access is being turned into this demonic force for invasion of privacy" said Charles Davis, executive director of the Freedom on Information Center at Missouri School of Journalism. "We are equating ease of access with privacy, and to me they are two different animals. Either a record is public or it is not."



**"Don't ever save anything for a special occasion.  
Every day you are alive is a special occasion."**

**--Unknown**

**Thank you!**

What a Great feeling to have the ability to make contributions!



ARMA International  
Educational Foundation

4200 Somerset Drive, Suite 215 • Prairie Village, KS 66208  
913-341-3808 • 800-422-2762 (US & Canada) • fax: 913-341-3742

July 30, 2001

Barb Ricci, President  
Northern New Mexico Chapter  
411 S. Santa Clara Bridge Rd  
Española, NM 87532

Dear Barb:

It is with great pleasure that I am writing to thank you for the \$200.00 donation, which the Northern New Mexico Chapter recently made to the ARMA International Educational Foundation's "Foundation for the Future" campaign.

As you are well aware, our campaign will enable the Foundation to accomplish more for our industry by strengthening and expanding the quality and quantity of material available to our members. Through this support, the groundwork for this important new phase in the Foundation's mission will be accomplished and our future efforts will be more secure.

Again, on behalf of the ARMA International Educational Foundation Board of Trustees and our International Endowment Committee, my thanks for your support of our campaign.

Sincerely,

A handwritten signature in black ink, appearing to read "Tad", with a long, sweeping horizontal line extending to the left.

Tad C. Howington, CRM  
Chairman,  
*Foundation for the Future* Campaign